



01-11-07

IFW

Application No. (if known): 10/657,335

Attorney Docket No.: 2000522.00131US2

## Certificate of Express Mailing Under 37 CFR 1.10

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail, Airbill No. EV 901256789 US in an envelope addressed to:

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

on January 10, 2007  
Date

Signature

Philip R. Poh

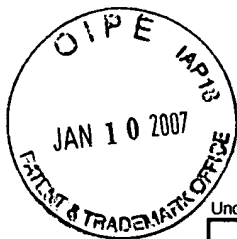
Typed or printed name of person signing Certificate

51,176  
Registration Number, if applicable

(212) 230-8800  
Telephone Number

Note: Each paper must have its own certificate of mailing, or this certificate must identify each submitted paper.

IDS (Citation) by Applicant (162 References) (4 pages)  
Information Disclosure Statement (1 page)  
Transmittal (1 page)  
Postcard



PTO/SB/21 (09-06)

Approved for use through 03/31/2007. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

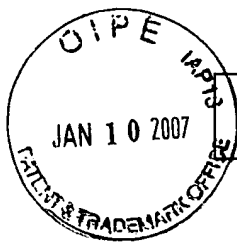
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/657,335-Conf. #1662
	Filing Date	September 8, 2003
	First Named Inventor	Seth Haberman
	Art Unit	2632
	Examiner Name	Not Yet Assigned
Total Number of Pages in This Submission	Attorney Docket Number	2000522.00131US2

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please Identify below):  Return Receipt Postcard Form SB08 (162 references) Certificate of Express Mailing
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	WILMER CUTLER PICKERING HALE AND DORR LLP		
Signature			
Printed name	Philip R. Poh		
Date	January 10, 2007	Reg. No.	51,176

Express Mail Label No. EV 901256789 US Dated: January 10, 2007



Express Mail Label No. EV 901256789 US Dated: January 10, 2007

Docket No.: 2000522.00131US2  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Seth Haberman et al. Confirmation No.: 1662  
Application No.: 10/657,335 Art Unit: 2632  
Filed: September 8, 2003 Examiner: Not Yet Assigned  
Title: SYSTEM FOR AUTHORIZING AND EDITING PERSONALIZED  
MESSAGE CAMPAIGNS

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT (IDS)**

Dear Sir:

This Information Disclosure Statement is being filed prior to the mailing date of a first Office Action on the merits. No fee is required.

Applicants request that the Examiner initial and return a copy of the enclosed Form PTO SB-08 with the next communication.

Respectfully submitted,

Dated: January 10, 2007

Philip R. Poh  
Registration No.: 51,176  
Attorney for Applicant(s)

Wilmer Cutler Pickering Hale and Dorr LLP  
399 Park Avenue  
New York, New York 10022  
(212) 230-8800 (telephone)  
(212) 230-8888 (facsimile)



PTO/SB/08A/B (09-06)

Approved for use through 03/31/2007. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	1	of	4	Attorney Docket Number	2000522.00131US2
-------	---	----	---	------------------------	------------------

### Complete if Known

Application Number	10/657,335-Conf. #1662
Filing Date	September 8, 2003
First Named Inventor	Seth Haberman
Art Unit	2632
Examiner Name	Not Yet Assigned

### U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	AA*	US-3,366,731	01-30-1968	Wallerstein	
	AB*	US-3,639,686	02-01-1972	Walker et al.	
	AC*	US-4,331,974	05-25-1982	Cogswell et al.	
	AD*	US-4,475,123	10-02-1984	Dumbauld et al.	
	AE*	US-4,573,072	02-25-1986	Freeman	
	AF*	US-4,602,279	07-22-1986	Freeman	
	AG*	US-4,625,235	11-25-1986	Watson	
	AH*	US-4,638,359	01-20-1987	Watson	
	AI*	US-4,703,423	10-27-1987	Bado et al.	
	AJ*	US-4,716,410	12-29-1987	Nozaki et al.	
	AK*	US-4,789,235	12-06-1988	Borah et al.	
	AL*	US-4,814,883	03-21-1989	Perine et al.	
	AM*	US-4,847,698	07-11-1989	Freeman	
	AN*	US-4,847,699	07-11-1989	Freeman	
	AO*	US-4,847,700	07-11-1989	Freeman	
	AP*	US-4,850,007	07-18-1989	Marino et al.	
	AQ*	US-4,918,516	04-17-1990	Freeman	
	AR*	US-5,099,422	03-24-1992	Foresman et al.	
	AS*	US-5,105,184	04-14-1992	Pirani et al.	
	AT*	US-5,155,591	10-13-1992	Wachob	
	AU*	US-5,173,900	12-22-1992	Miller et al.	
	AV*	US-5,220,501	06-15-1993	Lawlor et al.	
	AW*	US-5,231,494	07-27-1993	Wachob	
	AX*	US-RE34,340	08-10-1993	Freeman	
	AY*	US-5,253,940	10-19-1993	Abecassis	
	AZ*	US-5,260,778	11-09-1993	Kauffman et al.	
	AA1*	US-5,291,395	03-01-1994	Abecassis	
	AB1*	US-5,305,195	04-19-1994	Murphy	
	AC1*	US-5,343,239	08-30-1994	Lappington et al.	
	AD1*	US-5,347,632	09-13-1994	Filepp et al.	
	AE1*	US-5,356,151	10-18-1994	Abecassis	
	AF1*	US-5,361,393	11-01-1994	Rossillo	
	AG1*	US-5,377,354	12-27-1994	Scannell et al.	
	AH1*	US-5,414,455	05-09-1995	Hooper et al.	
	AI1*	US-5,422,468	06-06-1995	Abecassis	
	AJ1*	US-5,424,770	06-13-1995	Schmelzer et al.	
	AK1*	US-5,426,281	06-20-1995	Abecassis	
	AL1*	US-5,434,678	07-18-1995	Abecassis	
	AM1*	US-5,442,390	08-15-1995	Hooper et al.	
	AN1*	US-5,442,771	08-15-1995	Filepp et al.	
	AO1*	US-5,446,919	08-29-1995	Wilkins	
	AP1*	US-5,448,568	09-05-1995	Delpuch et al.	
	AQ1*	US-5,499,046	03-12-1996	Schiller et al.	
	AR1*	US-5,515,098	05-07-1996	Carles	
	AS1*	US-5,515,270	05-07-1996	Weinblatt	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				Application Number	10/657,335-Conf. #1662
				Filing Date	September 8, 2003
				First Named Inventor	Seth Haberman
				Art Unit	2632
				Examiner Name	Not Yet Assigned
Sheet	2	of	4	Attorney Docket Number	2000522.00131US2

	AT1*	US-5,519,433	05-21-1996	Lappington et al.	
	AU1*	US-5,526,035	06-11-1996	Lappington et al.	
	AV1*	US-5,537,141	07-16-1996	Harper et al.	
	AW1*	US-5,548,532	08-20-1996	Menand et al.	
	AX1*	US-5,550,735	08-27-1996	Slade et al.	
	AY1*	US-5,566,353	10-15-1996	Cho et al.	
	AZ1*	US-5,584,025	12-10-1996	Keithley et al.	
	AA2*	US-5,585,858	12-17-1996	Harper et al.	
	AB2*	US-5,585,838	12-17-1996	Lawler et al.	
	AC2*	US-5,594,910	01-14-1997	Filepp et al.	
	AD2*	US-5,610,653	03-11-1997	Abecassis	
	AE2*	US-5,617,142	04-01-1997	Hamilton	
	AF2*	US-5,632,007	05-20-1997	Freeman	
	AG2*	US-5,634,849	06-03-1997	Abecassis	
	AH2*	US-5,636,346	06-03-1997	Saxe	
	AI2*	US-5,638,113	06-10-1997	Lappington et al.	
	AJ2*	US-5,652,615	07-29-1997	Bryant et al.	
	AK2*	US-5,671,225	09-23-1997	Hooper et al.	
	AL2*	US-5,682,196	10-28-1997	Freeman	
	AM2*	US-5,684,918	11-04-1997	Abecassis	
	AN2*	US-5,696,869	12-09-1997	Abecassis	
	AO2*	US-5,717,814	02-10-1998	Abecassis	
	AP2*	US-5,717,923	02-10-1998	Dedrick	
	AQ2*	US-5,724,472	03-03-1998	Abecassis	
	AR2*	US-5,724,521	03-03-1998	Dedrick	
	AS2*	US-5,724,091	03-03-1998	Freeman et al.	
	AT2*	US-5,734,413	03-31-1998	Lappington et al.	
	AU2*	US-5,740,388	04-14-1998	Hunt	
	AV2*	US-5,740,549	04-14-1998	Reilly et al.	
	AW2*	US-5,754,939	05-19-1998	Herz et al.	
	AX2*	US-5,758,259	05-26-1998	Lawler	
	AY2*	US-5,761,601	06-02-1998	Nemirofsky et al.	
	AZ2*	US-5,764,275	06-09-1998	Lappington et al.	
	AA3*	US-5,768,521	06-16-1998	Dedrick	
	AB3*	US-5,774,170	06-30-1998	Hite et al.	
	AC3*	US-5,774,664	06-30-1998	Hidary et al.	
	AD3*	US-5,778,181	07-07-1998	Hidary et al.	
	AE3*	US-5,784,095	07-21-1998	Robbins et al.	
	AF3*	US-5,784,528	07-21-1998	Yamane et al.	
	AG3*	US-5,796,945	08-18-1998	Tarabella	
	AH3*	US-5,802,314	09-01-1998	Tullis et al.	
	AI3*	US-5,805,974	09-08-1998	Hite et al.	
	AJ3*	US-5,825,884	10-20-1998	Zdepski et al.	
	AK3*	US-5,835,087	11-10-1998	Herz et al.	
	AL3*	US-5,861,881	01-19-1999	Freeman et al.	
	AM3*	US-5,867,208	02-02-1999	McLaren	
	AN3*	US-5,873,068	02-16-1999	Beaumont et al.	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>			<b>Complete if Known</b>		
			Application Number	10/657,335-Conf. #1662	
			Filing Date	September 8, 2003	
			First Named Inventor	Seth Haberman	
			Art Unit	2632	
			Examiner Name	Not Yet Assigned	
Sheet	3	of	4	Attorney Docket Number	2000522.00131US2

	AO3*	US-5,887,243	03-23-1999	Harvey et al.	
	AP3*	US-5,903,263	05-11-1999	Emura et al.	
	AQ3*	US-5,907,837	05-25-1999	Ferrel et al.	
	AR3*	US-5,913,031	06-15-1999	Blanchard et al.	
	AS3*	US-5,917,830	06-29-1999	Chen et al.	
	AT3*	US-5,929,850	07-27-1999	Broadwin et al.	
	AU3*	US-5,931,901	08-03-1999	Wolfe et al.	
	AV3*	US-5,937,331	08-10-1999	Kalluri et al.	
	AW3*	US-5,978,799	11-02-1999	Hirsch	
	AX3*	US-5,986,692	11-16-1999	Logan et al.	
	AY3*	US-5,991,735	11-23-1999	Gerace	
	AZ3*	US-6,002,393	12-14-1999	Hite et al.	
	AA4*	US-6,018,768	01-25-2000	Ullman et al.	
	AB4*	US-6,026,368	02-15-2000	Brown et al.	
	AC4*	US-6,029,045	02-22-2000	Picco et al.	
	AD4*	US-6,038,367	03-14-2000	Abecassis	
	AE4*	US-6,038,000	03-14-2000	Hurst, Jr.	
	AF4*	US-6,049,569	04-11-2000	Radha et al.	
	AG4*	US-6,067,348	05-23-2000	Hibbeler	
	AH4*	US-6,075,551	06-13-2000	Berezowski et al.	
	AI4*	US-6,108,486	08-22-2000	Sawabe et al.	
	AJ4*	US-6,137,834	10-24-2000	Wine et al.	
	AK4*	US-6,141,358	10-31-2000	Hurst, Jr. et al.	
	AL4*	US-6,160,570	12-12-2000	Sitnik	
	AM4*	US-20010013124-A1	08-09-2001	KLOSTERMAN et al.	
	AN4*	US-6,304,852	10-16-2001	Lonctaux	
	AO4*	US-6,327,574	12-04-2001	Kramer et al.	
	AP4*	US-6,330,286	12-11-2001	Lyons et al.	
	AQ4*	US-6,343,287	01-29-2002	Kumar et al.	
	AR4*	US-20020026359-A1	02-28-2002	Long et al.	
	AS4*	US-6,357,042-A1	03-12-2002	Srinivasan et al.	
	AT4*	US-6,360,234-A1	03-19-2002	Jain et al.	
	AU4*	US-20020056093-A1	05-09-2002	Kunkel et al.	
	AV4*	US-20020057336-A1	05-16-2002	Gaul et al.	
	AW4*	US-6,408,278	06-18-2002	Carney et al.	
	AX4*	US-6,411,992	06-25-2002	Srinivasan et al.	
	AY4*	US-20020083443-A1	06-27-2002	Eldering et al.	
	AZ4*	US-20020092017-A1	07-11-2002	Klosterman et al.	
	AA5*	US-20020095676-A1	07-18-2002	Knee et al.	
	AB5*	US-6,424,991	07-23-2002	Gish	
	AC5*	US-6,449,657-A1	09-10-2002	Stanbach, Jr. et al.	
	AD5*	US-6,457,010	09-24-2002	Eldering et al.	
	AE5*	US-6,463,444	10-08-2002	Jain et al.	
	AF5*	US-6,463,585	10-08-2002	Hendricks et al.	
	AG5*	US-6,466,975	10-15-2002	Sterling et al.	
	AH5*	US-6,502,076	12-31-2002	Smith	
	AI5*	US-6,567,980	05-20-2003	Jain et al.	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				Application Number	10/657,335-Conf. #1662
				Filing Date	September 8, 2003
				First Named Inventor	Seth Haberman
				Art Unit	2632
				Examiner Name	Not Yet Assigned
Sheet	4	of	4	Attorney Docket Number	2000522.00131US2

	AJ5*	US-6,574,793	06-03-2003	Ngo et al.	
	AK5*	US-20030110500-A1	06-12-2003	Rodriguez	
	AL5*	US-6,588,013	07-01-2003	Lumley et al.	
	AM5*	US-6,601,237	07-29-2003	Ten Kate et al.	
	AN5*	US-6,611,624	08-26-2003	Zhang et al.	
	AO5*	US-20030177503-A1	09-18-2003	Sull et al.	
	AP5*	US-6,671,880-A1	12-30-2003	Shah-Nazaroff et al.	
	AQ5*	US-6,678,332	01-13-2004	Gardere et al.	
	AR5*	US-6,681,395	01-20-2004	Nishi et al.	
	AS5*	US-20040025180-A1	02-05-2004	Begeja et al.	
	AT5*	US-6,694,482	02-17-2004	Arellano et al.	
	AU5*	US-6,698,020	02-24-2004	Zigmond et al.	
	AV5*	US-6,735,628-A1	05-11-2004	Eyal	
	AW5	US-20040111742-A1	06-10-2004	Hendricks et al.	
	AX5*	US-20040136698-A1	07-15-2004	Mock	
	AY5*	US-6,785,289	08-31-2004	Ward et al.	
	AZ5*	US-6,806,909	10-19-2004	Radha et al.	
	AA6*	US-6,850,252	02-01-2005	Hoffberg	
	AB6*	US-6,857,024	02-15-2005	Chen et al.	
	AC6*	US-6,877,134	04-05-2005	Fuller et al.	
	AD6*	US-20050086692-A1	04-21-2005	Dudkiewicz et al.	
	AE6*	US-20050086691-A1	04-21-2005	Dudkiewicz et al.	
	AF6*	US-20050166224-A1	07-28-2005	Ficco	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. \* CITE NO.: Those application(s) which are marked with an single asterisk (\*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(iii)) because that application was filed after June 30, 2003 or is available in the IFW. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--